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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|-----------------|-------------|----------------------|---------------------|------------------|
| 09/826,680      | 04/05/2001  | Michael G. Coutts    | 8717.00             | 3504             |

7590 10/04/2004

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EXAMINER

LASTRA, DANIEL

| ART UNIT | PAPER NUMBER |
|----------|--------------|
|----------|--------------|

3622

DATE MAILED: 10/04/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

**Application No.**

09/826,680

**Applicant(s)**

COUTTS ET AL.

**Examiner**

DANIEL LASTRA

**Art Unit**

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 30 May 2001.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-15 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-15 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)   | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)  | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date <u>05/30/01</u> . | 6) <input type="checkbox"/> Other: _____  |

**DETAILED ACTION**

1. Claims 1-15 have been examined. Application 09/826,680 (SELF-SERVICE TERMINAL) has a filing date 04/05/2001 and foreign priority date 04/07/00.

***Claim Rejections - 35 USC § 102***

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 1-15 are rejected under 35 U.S.C. 102(b) as being anticipated by Lawlor et al (U.S. 5,870,724).

As per claim 1, Lawlor teaches:

A self-service terminal for displaying advertisements, the terminal comprising:

a display (see figure 3b);

means for accessing an advertisement database to retrieve an authorized advertisement associated with the terminal (see column 31, lines 10-39); and

means for incorporating the retrieved advertisement in a screen for displaying on the display (see column 31, lines 10-39).

As per claim 2, Lawlor teaches:

A terminal according to claim 1, wherein the means for incorporating the retrieved advertisement in a screen includes a terminal program for executing a Web browser (see column 20, lines 52-67).

As per claim 3, Lawlor teaches:

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A terminal according to claim 2, wherein the terminal program is operable to allocate screen space to the Web browser in accordance with predefined allocation times (see column 31, lines 15-67).

As per claim 4, Lawlor teaches:

A method of displaying advertisements on a self-service terminal, the method comprising the steps of:

accessing a database of authorized advertisements (see column 30, line 15 – column 31, line 40);

retrieving from the database an authorized advertisement associated with the terminal (see column 31, lines 10-39); and

displaying the retrieved advertisement (see column 31, lines 10-39).

As per claim 5, Lawlor teaches:

A method of supplying an advertisement for displaying on a self-service terminal, the method comprising the steps of:

accepting via a network an identification signal from a terminal located on the network (see column 31, lines 10-65);

accessing an advertisement database to retrieve an authorized advertisement associated with that terminal (see column 31, lines 10-65); and

transmitting the retrieved advertisement to the terminal for displaying at that terminal (see column 31, lines 10-65).

As per claim 6, Lawlor teaches:

A method according to claim 5, further comprising the steps of:

logging the number of times the advertisement database has been accessed by each terminal and applying a charge to each advertisement based on the number of accesses (see column 22, line 60 – column 23, line 10).

As per claim 7, Lawlor teaches:

A system comprising:

a self-service terminal; an advertisement database for storing authorized advertisements (see column 31, lines 10-39); and

a server interconnected to the self-service terminal and for accessing the advertisement database in response to a request from the terminal, to retrieve an advertisement associated with the terminal, and to transmit the retrieved advertisement to the terminal for displaying at the terminal (see column 31, lines 10-39).

As per claim 8, Lawlor teaches:

The system of claim 7, wherein the configuration of the system is such that an authorized user is allowed to update the stored advertisements (see column 31, lines 25-60).

As per claim 9, Lawlor teaches:

A system according to claim 7, wherein the server is configured to allow a user to enter descriptive fields relating to an advertisement (see column 31, lines 10-59).

As per claim 10, Lawlor teaches:

A system according to claim 7, but does not expressly teach further comprising a screening system for screening each advertisement to determine if the information fulfils an acceptance criterion. However, it would have been inherent that Lawlor would screen

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the advertisements presented to users in the self checking terminals. Financial institutions that own the self checking terminals would do their best to avoid the transmission of offensive or derogatory advertisements or messages to clients that are using their self checking terminals.

As per claim 11, Lawlor teaches:

A self-service terminal comprising:

means for connecting to a first server to authorize a transaction (see column 32, lines 1-15);

means for connecting to a second server to retrieve an authorized advertisement associated with the terminal (see column 31, lines 10-39); and

means for displaying the authorized advertisement to a user of the terminal (see column 31, lines 10-39).

As per claim 12, Lawlor teaches:

A method of offsetting the cost of owning a self-service terminal, the method comprising the steps of:

providing a database for storing advertisements (see column 31, lines 10-41);

allowing an authorized user to access the database and to transmit an advertisement to the database for storing therein (see column 31, lines 10-39);

screening the transmitted advertisement to ensure that it meets an acceptance criterion. The same rejection applied to claim 10 is applied to claim 12.

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storing the screened advertisement in a database entry associated with the self service terminal and charging a fee each time the advertisement is accessed by the terminal (see column 22, line 60 – column 23, line 10).

As per claim 13, Lawlor teaches:

A network comprising:

a number of self-service terminals (see figure 1);

a server interconnected to a plurality of the self-service terminals; and a database of authorized advertisements, each advertisement having an associated display criteria, each self-service terminal including means for requesting an authorized advertisement from the database, the server including means for matching an authorized advertisement with each self-service terminal based on the display criteria (see column 31, lines 10-49).

As per claim 14, Lawlor teaches:

A method of leasing advertising space on one or more self-service terminals in a network of self-service terminals, the method comprising the steps of:

providing a database for storing authorized advertisements (see column 31, lines 10-39);

allowing a third party to access the database and to transmit an advertisement thereto (see column 31, lines 10-39);

screening the transmitted advertisement (see column 31, lines 10-39);

in the event of the screened advertisement meeting an acceptance criterion, storing the transmitted advertisement (see column 31, lines 10-39; rejection of claim 10);

associating display criteria with the stored advertisement (see column 31, lines 10-39);

transmitting the stored advertisement to any request from a terminal fulfilling the display criteria (see column 31, lines 10-39); and

applying a charge to an account associated with the third party (see column 22, line 59 – column 23, line 10).

As per claim 15, Lawlor teaches:

An advertisement brokerage system, the system comprising:

a network of self-service terminals (see figure 1);

menus for receiving and storing advertisement data; means for screening the advertisement data (see column 31, lines 10-31; rejection of claim 10);

means for applying display criteria to the advertisement data (see column 31, lines 10-60); and

means for transmitting the advertisement data to one or more terminals in accordance with the display criteria (see column 31, lines 10-60).

### ***Conclusion***

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to DANIEL LASTRA whose telephone number is 703-306-5933. The examiner can normally be reached on 9:30-6:00.



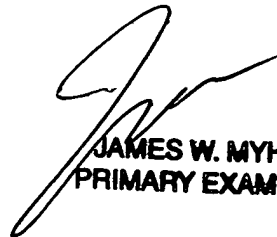
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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, ERIC W STAMBER can be reached on 703-305-8469. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

DL

Daniel Lastra  
September 2, 2004

  
JAMES W. MYHRE  
PRIMARY EXAMINER